

Thông cáo báo chí



Công ty TNHH Kinh doanh Lốp xe Bridgestone Việt Nam
Phòng Thương hiệu & Trách nhiệm Xã hội
Lầu 9, Tòa nhà Bảo Việt, 233 Đồng Khởi, phường Bến Nghé,
quận 1, TP. HCM, Việt Nam
Điện thoại : +84 28 3825 6013
Website : www.bridgestone.com.vn
Hotline : 1900 54 54 68
Số 0003, ngày 12 tháng 05 năm 2020

Tài liệu gửi các cơ quan báo chí
Liên hệ: Phòng Thương hiệu và Trách nhiệm Xã hội
(+84) 901 880 813 - bridgestone.vietnam@bridgestone.com

BRIDGESTONE VIETNAM BECOMES THE OFFICIAL TYRE SUPPLIER OF TOYOTA VIOS IN VIETNAM

Ho Chi Minh City, May 12th 2020 – On April 21, 2020, Bridgestone Vietnam officially signed cooperation with Toyota Motor Vietnam to become a tyre supplier for the Toyota Vios line. Specifically, the Bridgestone Ecopia EP150 tyre has officially become an original equipment for Toyota Vios 2020 - an intimate car that was entitled as the “king of sales” of Toyota. This continues to be a combination that brings a “perfect duo”, marking the important journey of the two leading brands in the automotive industry, opening up new opportunities for Vietnam market in the future.

Bridgestone Ecopia EP150 – Domestic tyre with international quality

For many consecutive years, Bridgestone Vietnam has continuously held a leading position in the market of automotive tyre production in Vietnam with the ambition to improve the position of “Made in Vietnam” tyre products. In recent years, Bridgestone Vietnam has continuously improved and elevated to expand, from only manufacturing to export to other markets such as Japan, Europe, America, ..., to become one of the leading tyre manufacturing names for Vietnam market since 2017. Since then, the dream of “Vietnamese people using Vietnamese goods” has gradually come true with thousands of tyre products which have been used in the market each year. Among them is the Ecopia EP150 - one of the perfect versions that are trusted for small and medium cars.



Right from its inception, this tyre was quickly received thanks to its outstanding features. Bridgestone Ecopia EP150 is developed with a deep trench system and advanced design to reduce rolling resistance and fuel consumption, as well as reduce the CO2 emissions into the environment. In addition, the tyres are reinforced so they are suitable for moving on different road conditions.

Toyota and Bridgestone – Demonstration for a perfect combination

The collaboration of the two Bridgestone and Toyota global brands for the latest 2020 Vios model with equipment adjustments and smooth operation, optimizing drivers' comfort through cruise control systems, front and rear corner sensors,... is regarded as a perfect combination. Toyota Vios has always been considered the “golden egg” of Toyota Vietnam so far in terms of sales. The "king of sales" Toyota Vios has always been the leader of the car market in the country, as it surpassed a series of consecutive rivals in two years 2018 and 2019 (specifically, the sales were respectively 27,188 units sold in 2018 and 27,180 units sold in 2019).



Aiming to bring a smooth and perfect driving experience for the whole family, Toyota Vios 2020 – “Cả nhà đều yêu” (tentatively translated as Toyota Vios 2020 – “Love of the whole family”) has a spacious interior cabin, optimal design with comfortable footrest. Meanwhile, Ecopia EP150 meets the requirements of ensuring safety, durability and stability thanks to the handling features on many road conditions. In addition, the outstanding specifications of Ecopia EP150 allow this tyre to support the performance of Toyota Vios to the maximum extent, especially fuel-saving and bring economic costs - making the "dream" of cars no longer too far away from Vietnamese families.



Moreover, as one of the few models on the market that meets the ASEAN NCAP 5-star safety standard, Toyota Vios 2020 brings peace of mind to drivers and passengers on all journeys, which is in full compliance with the operating motto of dignifying safety on each road while constantly bringing many improvements in production that Bridgestone has always pursued.

Bridgestone has long been Toyota's global partner, and in Vietnam, this combination is not the first time Bridgestone Vietnam has joined hands with Toyota Vietnam. Over the years, Bridgestone has proven itself to be a reliable Toyota tire supplier by meeting the needs and tastes of various segments. Specifically, the Ecopia EP150 has officially been used on Toyota Innova - the MPV segment king since 2017. Especially, when only counting the sales of the Ecopia EP150 tyre size 205/65R16, since the combination with Innova - the most popular multipurpose car in Vietnam, has seen growth with a cumulative tyre count of hundreds of thousands of models. Besides, for the last two consecutive years, Bridgestone Vietnam is proud to receive the title "Quality - Best Performance Supplier" & "Safety – Best Improvement Supplier" awarded by Toyota Vietnam - showing trust and a close relationship of Bridgestone and Toyota in their journey towards global development.



The year 2020 is also the year marking Bridgestone's "The Decade With Vietnam Reaches Out" with many ambitions of accompanying and developing with the Vietnamese people. Continuing the dream of conquering the Vietnamese tyre market with dedication, continuous improvement so that each enduring journey is the maximum experience of smoothness, comfort and safety. Also on this occasion, many interesting, striking activities and many attractive promotions will be continuously taken place to show gratitude to customers, please follow the official fanpage of Bridgestone Vietnam at: <https://www.facebook.com/BridgestoneVN//>

About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tyre and rubber company. In addition to tyres for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

Bridgestone Vietnam, which belongs to Bridgestone Corporation, officially entered Vietnam market since 2010. It is supplying tyre products across the country with philosophy "Serving Society with Superior Quality."

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